

A Study on Foreign Tourist's Safety and Security - with Special Reference to Shivamogga and Chikkamagaluru Districts

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Abstract: *Over the past few years, the tourism industry has been seriously undermined by the growing lack of safety and security. This factor has been identified as one of the five forces causing changes in the tourism sector in the new millennium. Crime, terrorism, food safety, health issues and natural disasters are the main areas of concern. The main purpose of the research is to study the significant impact of self - safety and security aspects on Foreign Tourism Satisfaction. To examine the significant relationship between external safety and security factors affecting Foreign Tourism Satisfaction. There were 326 foreign tourists being surveyed to know their experiences with regard to safety and security that they felt during their visit to tourist destinations of Shivamogga and Chikkamagaluru Districts. Regression analysis was used to find out the significant relationship between the factors related to safety and security measures and satisfaction of foreign tourists. The results showed that, It is found that, the tourist's self - safety and security factors such as handling less cash in hand instead of carrying huge amount of money, dress like local tradition to avoid harassment and assault, seeking local tourist guides and police support before expedition, early online bookings of hotels and travels, visit tourist places in groups and avoid travelling alone, select the destinations where low crime rate and political stability, report local police stations before commencement of tour journey and following do's and don'ts at the tourist destinations have significant relationship with and foreign tourist's satisfaction. It is also found that, the external safety and security factors such as avoid visiting tourist where places where natural disasters are more, existence of regional local rescue services, availability of tourism agencies and tourist infrastructure, crime and assault free tourist destination, well - developed mobile apps to know about tourist destinations, and installation of CCTV Cameras (Surveillance) at the tourist places have significant relationship with and foreign tourist's satisfaction.*

Keywords: Safety, Security, Foreign tourist, Satisfaction, Self - Safety, External Safety Factors

1. Introduction

The success or failure of a tourism destination depends on being able to provide safe and secure environment for visitors. Atithi devo bhava (Chauhan, A, Shukla A, & Negi, P.2018). A guest is equivalent to God. Guests should also be worshipped as Gods. India has its long history in believing this saying and also had followed its words (Chhabra, j. Bhattacharjee, M.2019). It is considered as a sign of good gesture in India (Niemisalo, N.2014). Thus the main aim of the government of India in "Atithi Devo Bhava" campaign has always been to sensitize local people and as well as the tourism organizers in the tourism industry through a process of training & orientation (Chili, N. S.2018). Many people including foreign tourists are very concern that they might be in the risks of getting physically injured due to any possible harm (Mawby, R. I., Tecău, A. S 2016). For example, the insecurity of becoming a potential victim to cases such as crime, terrorism, or road accidents (Clara G. Erlina.2017). Tourism is a fragile industry (Brondoni, S. M.2016). It depends on many encouraging or discouraging factors. Some of the factors are the economic condition, political stability, and most importantly safety and security assurance (Chili, N. S.2018). Shivamogga and Chikkamagaluru are the districts have lively attraction for tourists who enjoy shopping and urban lifestyle activities (Chauhan, A. et al 2018. Nature visits, homestays, mega shopping malls, luxury and budget accommodations, abundance Food & Beverages establishments, entertainment outlets and many more. (Susmayadi, I. M.2014) As one of the busy areas in Karnataka with heavy human traffic flow

and vehicle movement. Tourists may face some safety and security issues in the main tourist attractions (Nagaj, R., & Žuromskaitė, B.2020). This may include snatch thief, assaults, sexual crime, road accidents and so on. Although crime does not recognize individual, foreign tourist for instance could be an easy prey for criminals. Public attention is generally triggered by the murder or rape of a tourist (Breda, Z., & Costa, C.2005). Occasionally, the concern is with less dramatic but more common sorts of victimizations such as burglary and robbery (Jariyachamsit, S.2015).

2. Literature Review

Related issue of safety and security concerns among tourists is crime such as snatch theft, assault, rape and other possible high profile crimes (Basak, S. & Ghosh, R.2015). Women chose to travel for many reasons, either for business purposes, just to relax their mind or take part in leisure and recreation activities (Radovic, V., & Arabska, E.2016). During their travel, the issues that they need to be concerned about are their personal safety and feelings of vulnerability (Baker, D.2014). Other safety issues that could happen to female travellers when visiting foreign countries are illness, accidents, and political violence (Mohd Ayob, N., & Masron, T.2014). When it comes to health and safety, and how travellers' are affected by the religious and cultural beliefs of the foreign countries they visit, there's a huge difference between women and men (Shaikh, Y. Z.2018). The truth is that women face greater obstacles and unwanted attention, especially when travelling alone or by the group from the country they visited (Chui - Hong Tan 2017).

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Women's safety, poor infrastructure and sanitation are the top concerns of international tourists planning a trip to India (Chhabra, J.2019). For safety concern, tourists intentionally visit somewhere familiar and nearby, but avoid nations or areas with high crime rates or political instability (Mastroianni, F.2017). Safety issues during a trip include crime, disease, traffic incidents, explosion and accidents (Mataković, H.2019). Among tourists is that they are "easy targets" or "wrong persons in space and time" for criminals (Sanasam, L.2018). Tourists often carry quite amount of money, act different than the usual, stay up in nightclubs and head to dangerous place (Chhabra, J.2019). They also make wrong decisions and engage in risky behaviors (Baker, D.2014). Tourists deny reporting crimes because they are hard to identify local suspects. Language barriers, different cultural backgrounds, and appearance are difficult to understand (Peng, Y., & Wu, M.2017). Furthermore, economic gap between tourists and the locals arises dissatisfaction which motivates the locals to obtain properties from tourists illegally (Garg, A.2015). Criminal victim risk refers to the estimation for the chance of being a victim, the ability to resist crimes, and the sensation of crimes (Amir, A. F.2015). If the estimation of criminal victim risk is high, the perception for the chance of being a criminal victim is high as well (Mataković, H.2019). Property crime such as larceny, fraud, and robbery, violent crime such as murder and forcible sexual assault, terrorism, crime against human rights such as illegal search, illegal detention, revenge, torture and confession extortion, other offense by street vendors, beggars, pimps, taxi drivers and the locals (Costea, M.2017). Crime events, disorder, and negative reports in tourism destination can influence tourists' risk awareness and willingness to visit or revisit (Hamarneh, I. I et. al 2018). Besides reports, media and others' victim experiences, tourists will get more fear by their own experiences of being a crime victim (Nagaj, R., 2020).

3. Problem Statement

In the wake of recent crimes against women in the country, female foreign travellers have been concerned about travelling to India. As a result, the growth in inbound tourism has slowed. Safety and Security of tourist should be of utmost concern to everyone in the country. All stake holders including Centre, State Governments and other agencies should be fully involved in this task. Few recent incidents during which foreign women tourists were sexually assaulted have generated widespread negative publicity for India. The safety of tourists, especially of women foreign women, is an area of concern. It is discovered that harassment, fraud and larceny are crimes that tourists experience the most. Female and Asian tourists took various defence reactions more than male and European tourists. In comparison to business tourists, sightseeing tourists perceive more likely to become victims in India. Tourist may engage in conflict with locals, get involved in a road accident, or being a victim of snatch thief or pickpocket. To the knowledge of the researcher, not many studies are done in the area of foreign tourist safety and security in tourism particularly in the region of Shivamogga and Chikkamagaluru districts. Thus, the study seeks to critically examine on the perceptions of safety and security

by conducting a survey that tapped various aspects of safety among international tourists visiting Shivamogga and Chikkamagaluru tourist destinations.

4. Need for the Study

The topic of safety and security in the tourism industry is of vital importance globally. Safety and security are vital to providing quality in tourism. More than any other economic activity, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. Perceived or real threats to visitor safety have immediate impacts on a destination's reputation and can dramatically affect visitation. If visitor safety and security is not well managed, adverse incidents can significantly impact on the profitability and sustainability of destination. If a tourist feels threatened or unsafe during a trip this may impact on length of stay and expenditure in a destination and decrease the likelihood of repeat visitation and word - of - mouth referrals. If a destination develops a negative image for visitor safety this will result in a declining visitor market for the region. Safety and security factors become one of vital aspect in providing more quality in tourism and the ability to ensure the safety of tourist at any time will help to improve image of the destinations.

Objectives of the study

- 1) To study the significant impact of self - safety and security aspects on foreign tourist satisfaction.
- 2) To examine the significant relationship between external safety and security factors affecting foreign tourist satisfaction.
- 3) To provide significant suggestions for enhancing safety and security measures for the on foreign tourist.

Hypothesis of the study

H1: There is a significant impact of self - safety and security aspects and Foreign Tourist's Satisfaction.

H2: There is a significant relationship between external safety and security factors affecting Foreign Tourist's Satisfaction.

5. Research Methodology

The descriptive analytical research design was developed based on survey method. The present study was based on survey method. The present paper was based on the responses of 400 foreign tourist visiting Shivamogga and Chikkamagaluru District. Structured questionnaire was used for collecting the data from the respondents. The secondary data has been collected through internet, books, newspaper, journals records and brochures. The tools used for the study were multiple linear regression test the significance of single proportion is used for testing hypothesis.

6. Data Analysis

Table 1: Tourist's Self - safety and security Factors influencing Foreign Tourist's Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955 ^a	0.912	0.909	0.26399

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	226.468	10	21.596	209.548	.000 ^a
	Residual	21.952	315	0.103		
	Total	248.420	325			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.08	0.074		-1.076	0.283
	Handling Less cash in hand instead of carrying huge amount of money.	0.092	0.032	0.108	2.908	0.004
	Selecting the destinations based on social media, reference of experienced tourists	0.016	0.019	0.021	0.816	0.415
	Dress like local tradition to avoid harassment and assault.	0.2	0.034	0.225	5.933	0
	Seeking local tourist guides and police support before expedition.	-0.052	0.026	-0.065	-1.979	0.049
	Early online bookings of hotels and travels.	-0.085	0.036	-0.106	-2.381	0.018
	Visit tourist places in groups and avoid travelling alone.	0.359	0.043	0.345	8.31	0
	Having well planned, well informed and prepare for the tour.	0.024	0.021	0.036	1.155	0.249
	Select the destinations where low crime rate and political stability.	0.059	0.03	0.073	1.992	0.047
	Report local police stations before commencement of tour journey.	0.228	0.042	0.251	5.405	0
	Following Do's and Don'ts at the tourist destinations.	0.176	0.026	0.243	6.877	0

a. Dependent Variable: Foreign Tourist's Satisfaction

The above regression tables show that, the value of “R” indicates high degree of correlation coefficient (.955^a) between Tourist's Self - safety and security Factors influencing Foreign Tourist's Satisfaction. 10 variables of tourist's self - safety and security factors were used to predict foreign tourist's satisfaction. R² measure the variation explained by the regression model is (.912) being high indicating model fits the data well. Hence, it can be concluded that if the average level of tourist's self - safety and security factors were high, the average level of foreign tourist's satisfaction would also be high.

Foreign Tourist's Satisfaction = (- .080) + Handling Less cash in hand instead of carrying huge amount of money (β=.092, p<.004) + Dress like local tradition to avoid harassment and assault. (β=.200, p<.000) + Seeking local tourist guides and police support before expedition (β= - .052, p<.049) + Early online bookings of hotels and travels. (β= - .085, p<.018) + Visit tourist places in groups and avoid travelling alone. (β=.359, p<.000) + Select the destinations where low crime rate and political stability. (β=.059, p<.047) + Report local police stations before

commencement of tour journey. (β=.228, p<.000) + Following Do's and Don'ts at the tourist destinations. (β=.176, p<.004) Therefore, hypothesis statement. i. e, H1: *There is a significant impact of tourist's self - safety and security factors and Foreign Tourist's Satisfaction is accepted.*

Table 2: External safety and security factors influencing Foreign Tourist's Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.932 ^a	0.869	0.865	0.32103

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	215.957	10	21.596	209.548	.000 ^a
	Residual	32.463	315	0.103		
	Total	248.42	325			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.382	0.089		4.31	0
	Avoid visiting tourist where places where Natural Disasters - more.	0.169	0.041	0.155	4.155	0
	Existence of regional Local rescue services.	0.129	0.029	0.189	4.502	0
	Availability of tourism agencies and tourist infrastructure.	0.108	0.026	0.155	4.227	0
	Availability of police and legal support at the tourist destinations.	0.047	0.035	0.059	1.322	0.187
	Crime and assault free tourist destination.	-0.11	0.04	-0.141	-2.769	0.006
	Existence of good internet connectivity and GPRS.	0.025	0.037	0.03	0.676	0.5
	Well - developed mobile apps to know about tourist destinations.	0.233	0.044	0.289	5.299	0
	Existence of help desk and customer care centres.	-0.019	0.036	-0.03	-0.536	0.592
	Installation of CCTVs at the tourist places.	0.272	0.044	0.301	6.143	0
	Installation of Early warning mechanism at the tourist's destinations.	0.051	0.033	0.07	1.527	0.128

a. Dependent Variable: Foreign Tourist's Satisfaction

The above regression tables show that, the value of “R” indicates high degree of correlation co-efficient (.932^a) between External safety and security factors influencing Foreign Tourist’s Satisfaction. 10 variables of External safety and security factors were used to predict foreign tourist’s satisfaction. R² measure the variation explained by the regression model is (.869) being high indicating model fits the data well. Hence, it can be concluded that if the average level of External safety and security factors were high, the average level of foreign tourist’s satisfaction would also be high.

Foreign Tourist’s Satisfaction = (.382) + Avoid visiting tourist where places where natural disasters are more. ($\beta=.169$, $p<.000$) + Existence of regional Local rescue services. ($\beta=.129$, $p<.000$) + Availability of tourism agencies and tourist infrastructure. ($\beta=.108$, $p<.000$) + Crime and assault free tourist destination. ($\beta= -.110$, $p<.006$) + Well-developed mobile apps to know about tourist destinations. ($\beta=.233$, $p<.000$) + Installation of CCTVs at the tourist places. ($\beta=.272$, $p<.000$). Therefore, hypothesis statement. i. e, H2: *There is a significant relationship between external safety and security factors affecting Foreign Tourist’s Satisfaction is accepted.*

7. Research Findings

- 1) It is found that, the tourist’s self - safety and security factors such as handling less cash in hand instead of carrying huge amount of money.
- 2) Tourists are getting dress - up like local tradition to avoid harassment and assault, seeking local tourist guides and police support before expedition.
- 3) Foreign tourists are also going for early online bookings of hotels and travels.
- 4) They also visit tourist places in groups and avoid travelling alone.
- 5) Foreign tourists select the destinations where low crime rate and political stability, report local police stations before commencement of tour journey.
- 6) Foreign tourists are satisfied with following do’s and don’ts at the tourist destinations have significant relationship with and foreign tourist’s satisfaction.
- 7) It is also found that, foreign tourists avoid visiting tourist places where natural disasters are more.
- 8) They seek existence of regional local rescue services, availability of tourism agencies and tourist infrastructure.
- 9) Foreign tourists select destinations where crime and assault free tourist places. They also have well - developed mobile apps to know about tourist destinations,
- 10) Installation of CCTV Cameras (Surveillance) at the tourist places have significant relationship with and foreign tourist’s satisfaction.

8. Suggestions

- 1) In order to avoid being victims of crime, tourists are often told to carry less cash and valuables, travel with others or tour groups, and intentionally dress as the locals.

- 2) Signage must be placed in strategic sites of tourist destinations to be visible for tourists to see. Tourists will feel safe and secure when facilities and also personnel should be appointed at the tourist destinations.
- 3) In addition to that, signage must be written in English, not only in regional languages.
- 4) There should be local police and security officers to have continuous vigilance on roads and tourist places.
- 5) To provide quality tourism experience for the tourists the government of Karnataka should re - evaluating whole tourism schemes with help of ministry of tourism periodically.
- 6) Foreign tourists are instructed to travel in group for the purpose of safety.
- 7) In order to prevent theft, crime and external threats, the government should pay much attention at the local tourist places through installing advanced security systems. For example, local tourist safety authorities make sure that Do’s and Don’ts are available at all the places and destinations that tourist visit. Medical facilities should also be in place to minimise the health risks of tourists.
- 8) In case of emergency situations arises, the tourist help desk is opened for 24/7 and also toll free numbers are provided both domestic and foreign tourists for their immediate assistance.
- 9) Advanced communication systems such as GPRS tracking systems, access to telecommunication facilities should be in place.
- 10) Setting up of police stations at railways and tourist destinations are advised for the safety of tourist in Karnataka.
- 11) Tourist grievance cell also should be established across the tourist destinations to resolve the complaints received by the tourists.
- 12) In the case of emergency, patrolling team and live saving guards are assigned to tackle any kind of situations to protect the tourists till the early hours.
- 13) Along with above, a special task force (women police) has been allotted at the tourist places to gain the confidence of woman tourists especially at night times.
- 14) Issued the guidelines on safety and security of tourists for states and tips for travellers to stress the importance of safety and risk management, assist in identifying best practices and encourage closer cooperation for ensuring a pleasant experience to the tourists For example, providing safety brochures in hotels, availability of medical facilities in the hotels, set up security checkpoints, online safety information, security guards at the hotel area, installation of CC Cameras, installation of early warning devices and firefighting equipment’s in the hotels, customer feedback collection regarding their safety and security measures that they have experienced throughout their stay.
- 15) Promoting tourism safety and security where community involvement must be ensured through policing forum, trainings and seminars in long term perspective.
- 16) It is suggested that crime and security are not major concerns for the foreign tourists, implying that current initiatives are effective and that new policy initiatives

should be directed at maintaining this situation rather than tackling any major ongoing problems.

9. Limitations and Directions for the Future Research

The present research is confined to studying safety and security factors influencing foreign tourist's satisfaction only. The geographic area for the study is confined to Shivamogga and Chikkamagaluru districts only. Availability of less number of foreign visitors as a sample is one of the limitations for the study. More number of pertinent variables can be used to obtain the better results. The present integrated model can be used to test the satisfactory levels in the other industry also. Various statistical analysis can be used to test the reliability of the study.

10. Conclusions

Safety and security of the foreign tourist in Shivamogga and Chikkamagaluru districts has been considered as key issue as it generates revenue for the state. The aspects of safety and security not only impact on revenue but also image and economic growth of the country. The institutional and government bodies have high degree of responsibilities to overcome the issues and challenges in the tourism industry through formulating strategies and standardised policies towards safety and security of foreign tourists. It is also a responsibility of the civilians of India to co - operate and respect the visitors from overseas. There is a greater opportunity for tourism industry to grow in the near future only when the institutional bodies and good conduct of locals concentrate in a right track to make sure the foreign visitors safe in our country. The safety and security measures such as foreigners must dress as the locals, support of local police stations and security officer's, Surveillance of roads and local areas, rules related to Do's and don'ts for foreigners during their visits, setting up of information booths, 24/7 security services, helpline centres, night patrolling by police, well established transport, communication, health, sanitation for foreign visitors, security checkpoints at tourist destinations, Online travel and safety information, Installation of CCTVs creating awareness of early warning mechanism for the tourist are the significant factors influencing safety and security of foreign tourists in Shivamogga and Chikkamagaluru districts.

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